



## SYTA ANNUAL CONFERENCE

August 14 – 18, 2020  
Winnipeg, MB, Canada

### 2020 SYTA Youth Foundation Event Sponsorship Opportunities

*(Additional benefits by sponsorship level start on page 2)*

SYTA Youth Foundation events help fund scholarships, travel, and assistance projects that enhance the social, cultural and educational experiences for youth, and enrich the link between travel experiences and character development. Visit [www.sytayouthfoundation.org](http://www.sytayouthfoundation.org).

Sponsorship benefits are based on total sponsorship dollars invested in SYTA Youth Foundation Events.

#### **SYF Silent Auction and Chance Drawing**

All sponsors receive logo recognition at the SYTA Youth Foundation Luncheon and at the Annual Conference

#### **Presenting Sponsor Auction Area**

- Area and signage customized to sponsor logo
- Opportunity to show video in auction area
- \$5,500 exclusive

#### **Chance Drawing Donor**

- Donate an item valued at \$250 or more
- Name recognition on prize
- Recognition as item donor at Annual Conference

#### **Presenting Sponsor Auction Website**

- Website with sponsor logo and link
- Recognition at Annual Conference and SYF Luncheon
- \$2,500 exclusive

#### **Auction Donor**

- Donate an item valued at \$250 or more
- Name recognition on auction website
- Recognition as auction donor at Annual Conference

#### **Fun Run/Walk/Slumber – Sunday, August 16, 2020**

All sponsors receive logo recognition at the SYTA Youth Foundation Luncheon and at the Annual Conference

#### **Presenting Sponsor - **SOLD****

- Opportunity to welcome attendees kickoff the event
- Approximate attendance: 100
- Logo recognition on t-shirt, SYTA Youth Foundation Luncheon and at the Annual Conference
- \$2,500 exclusive

#### **SYTA Youth Foundation Luncheon – Sunday, August 16, 2020**

All sponsors receive logo recognition at the SYTA Youth Foundation Luncheon and at the Annual Conference

#### **Presenting Sponsor**

- 10-minute opportunity for speech or video
- Reserved table at the luncheon for 10 guests
- Approximate Attendance: 850
- \$15,000 exclusive

If you are interested in becoming a conference sponsor, please contact Monica Schafer at [monica@serendipity-media.com](mailto:monica@serendipity-media.com).

**Foundation Table Sponsor**

- Reserved table at the luncheon for 10 guests
- Logo on reserved table sign
- \$500 per table

**Dance Your Meal Off (DYMO) – Sunday, August 16, 2020 (Sold)**

All sponsors receive logo recognition at the SYTA Youth Foundation Luncheon and at the Annual Conference

**Presenting Sponsor**

- 5-minute opportunity to welcome attendees
- Logo recognition and/or video on stage sponsor screens
- Logo recognition in all DYMO marketing
- Opportunity to provide special plastic drink cups or water bottles
- Approximate attendance: 500
- \$15,000 exclusive or \$5,000 per sponsor (three available)

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## Event Sponsorship Benefits

Sponsorship levels and benefits are based on total sponsorship dollars invested in Foundation events. Benefits for shared sponsorships will vary based on total number of sponsors. Benefits are subject to change based on final conference schedule and program.

<b>SYF SPONSOR BENEFITS</b>	<b>PLATINUM \$20,000 +</b>	<b>GOLD \$15,000 +</b>	<b>SILVER \$10,000 +</b>	<b>BRONZE \$5,000 +</b>	<b>STAR \$1,500 +</b>	<b>FAN \$500 +</b>
Exhibit booth Premium includes choice of furniture package. Standard includes high cocktail table and four chairs.	10x10 Premium Booth	10x10 Premium Booth	10x10 Premium Booth	10x10 Standard Booth		
Pre- or Post-conference mailing attendee list, one-time use	Yes					
Complimentary Appointment Taking Registration	1					
Complimentary Non-Appointment Taking Registration	1	1	1			
Invitation to Leadership Reception (if applicable)	2	1	1			
Company 30 second to one-minute video displayed at SYTA Central and/or Showcase	Yes	Yes				
Company Speaking opportunity based on sponsorship	Yes	Yes				
Company Sponsorship Spotlight in Conference eNewsletters	Yes	Yes				
Digital Recognition on Conference Monitors	Yes	Yes				
Company Recognition Page in Digital Program	Yes	Yes	Yes			
Company name/logo in conference recognition in Educators Buyers' Guide	Yes	Yes	Yes			
One item in conference bag	Flyer or Tchotchke	Flyer or Tchotchke	Flyer or Tchotchke	Flyer or Tchotchke		
Company description/logo in Conference mobile app	Yes	Yes	Yes	Yes		
Company name/logo on SYF sponsor recognition signage	Yes	Yes	Yes	Yes	Yes	Yes
Company name/logo on Conference Website	Yes	Yes	Yes	Yes	Yes	Yes
Company name/logo on SYF website	Yes	Yes	Yes	Yes	Yes	Yes
Sponsor ribbon for all company attendees	Yes	Yes	Yes	Yes	Yes	Yes
Company recognition in SYF Luncheon slides	Yes	Yes	Yes	Yes	Yes	Yes

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## **Policies and Procedures**

### **SPONSORSHIP**

Sponsorships will be assigned on a first-come, first-served basis. If multiple applications for exclusive sponsorships are received on the same day, a drawing will be held to determine the "winner." All sponsorships will be invoiced in advance of the conference and are non-refundable. Sponsors must comply with all relevant policies concerning advertising and exhibiting with SYTA. SYTA maintains the right to eliminate a sponsorship opportunity at any time. In such cases, any money advanced by a company will be refunded in full. SYTA maintains the right to incorporate its logo/conference branding on any and all promotional materials

### **CANCELLATION**

In the event that the conference is cancelled by SYTA, any money advanced by an exhibitor will be refunded in full. In such cases, SYTA shall be free from any claim for damages which an exhibitor alleges to have suffered as a result of such cancellation.

### **SPACE VARIATIONS**

SYTA will assign all booth & table placements and reserves the right to make modifications, if necessary, to placements.

### **USE OF SPACE**

Distribution of promotional material may be made only within the space assigned to the exhibitor presenting such material. Solicitation of business must be confined to an exhibitor's own table. An exhibitor is charged with the knowledge of national, state, and local legal restrictions on any merchandising, advertising, or promotional scheme which involves attracting visitors to an exhibitor's location by any inducement which may be construed as an illegal lottery. Management is not responsible for any promotional activities by an exhibitor.

### **LIABILITY AND INSURANCE**

Neither SYTA nor the management of the hotels will be responsible for loss or damage to property of an exhibitor from theft, strikes, damage by fire, water, storm, vandalism or other causes, but will use reasonable care to protect the exhibitor from such loss. The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damages to displays, equipment, and other property brought upon the Hotel premises, and shall indemnify, defend, and hold harmless SYTA, its officers and staff members, the Hotels and their owners and employees, etc. from any and all such losses, damages and claims. None of the above shall provide insurance coverage for loss or damage from such causes, and it is thus expected that an exhibitor will provide his/her own floater insurance coverage as needed. No responsibility is assumed for material shipped to the exhibit site. No responsibility is assumed for material left to be picked up by an exhibitor or agent of the exhibitor after the close of the exhibit. An exhibitor shall be liable to owners of the conference facilities for all damage caused by the exhibitor and shall hold harmless and indemnify management for any damage charged to management by owners.

### **OPERATION RESTRICTIONS**

SYTA reserves the right to prohibit and/or evict an exhibitor whose presentation is in any manner deemed by management as offensive to conference attendees or other exhibitors by reason of bad taste, noise, questionable morals or controversial content. In the event of such prohibition or eviction, SYTA shall not be liable to an exhibitor for refunds of exhibit fees. SYTA shall not be bound to any contract in which said problems cannot be so controlled. Distribution of promotional material and solicitation of business may be done only within the exhibit space assigned to the vendor.

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